



Contacto

Una Revista para el Latino de Hoy

*Serving the
Hispanic Community
Since 1994*

Media Kit

Established on July 1, 1994 as a monthly publication aimed at the Hispanic community living in Greater Los Angeles, Contacto Magazine is probably the only bilingual media outlet of its type in Southern California.

Contacto has published a number of special editions about Hispanic contributions to the United States with news features on community affairs, immigration, music, films, festivals, books, health, politics, PCs, Internet, real estate, Latin food and more.

Articles by staff and contributing writers have been quoted or reprinted by well known publications based in the United States, Latin America and Spain. Editors and writers have been interviewed by Los Angeles Times, La Opinión, Univisión, Telemundo, CNN, The Miami Herald and other news media.

Contacto Magazine has also become an ideal media outlet to reach a Hispanic who loves to reading a high-quality journalism similar to the one he/she used to read before becoming an immigrant in the United States....



Reader's Profile

Household Income: \$85,000

Average Age: 35-55

Genre: 54% male, 46% female

Education: College

Circulation Areas

Region 1

Central L.A. (Hollywood, Silver Lake, Echo Park, Pico Union, Atwater)

Region 2

South East L.A. (Huntington Park, South Gate, Bell, Maywood, Downey)

Region 3

LAX Area (Hawthorne, Lennox, Inglewood)

Region 4

San Fernando Valley (Burbank, Glendale, North Hollywood, Sun Valley, Van Nuys)

Contacto is a free publication distributed in market stores, bakeries, restaurants, travel agencies, medical centers, and law offices...



Advertising Rates

(15% Commissionable to Authorized Ad Agencies)

Sizes	1-2x	3x	6x	9x	12x
Full Page	\$500	\$450	\$400	\$350	\$300
3/4 Page	\$400	\$350	\$325	\$300	\$275
1/2 Page	\$260	\$225	\$200	\$180	\$160
1/4 Page	\$135	\$115	\$100	\$ 85	\$ 70

Use of Colors

4 Colors = \$175.00 (Only full, 3/4 and 1/2 pages)

Specifications:

Full Bleed Page:	8" x 10.5"
Non-Bleed Page:	7" x 10.25"
1/2 Page (full bleed):	8" x 5.25"
1/2 Page (non bleed):	7" x 5.25"
1/4 Page:	7" x 5.25"

NOTE.- Advertisers must fill and sign our Ad Insertion Order form. Ad agencies and organizations may send their own insertions forms, filled and signed. These forms must specify size, frequency, color or BW insertions, and total investment according to ad rates shown above. If you need an Ad Insertion Order form or more information, please call 818 241 4073.

Our ad sale representatives are instructed to inform you of any special offer or discount plan.



On the Internet

ContactoMagazine.com was launched on December 17, 1998. Since then it has become a powerful tool helping our advertisers gain a wider exposure.

According to .comScore Media Matrix, an Internet research firm, there were 16 million U.S. Hispanics online in 2006, a cyberpopulation that outpaces those of Mexico, Spain, Argentina and Colombia.

Advertisers can buy online ad space by publishing a banner ad hyperlinked to their own websites. When you buy a BW 1/2 page or a bigger size for three consecutive issues or longer in our print edition, you gain free online advertising in ContactoMagazine.com's Directorio Comercial Clasificado.

If your company does not have a website yet, we will design a promotional microsite within ContactoMagazine.com for your company for an affordable fee, so your company can take advantage of this cross-promotion opportunity.

*Please, visit ContactoMagazine.com at:
www.contactomagazine.com*

*For more information about online advertising, please go to:
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If you need further information, please call 818 241 4073 or send an email message to ads@contactomagazine.com.

Thank you very much.